



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 559612 /		<u>Alt Order #</u> 07888659
<u>Product</u> American Crossroads		
<u>Contract Dates</u> 09/18/12 - 09/27/12	<u>Estimate #</u> 11/27/691	
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	3	09/18/12	09/23/12	NewsChannel 3 News	5-6am		:30			NM	0	\$0.00
D 2	3	09/24/12	09/27/12	NewsChannel 3 News	5-6am		:30			NM	0	\$0.00
3	3	09/18/12	09/23/12	CBS This Morning	7-9a		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$210.00			
4	3	09/24/12	09/27/12	CBS This Morning	7-9a		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				4	\$210.00			
E 5	3	09/22/12	09/22/12	Early Show Saturday	9-11am		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$155.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/17/12-09/23/12	Early Show Saturday	9-11am	-----Sa--	:30		\$155.00	NM		
	Credited											
D 6	3	09/18/12	09/23/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 7	3	09/24/12	09/27/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 8	3	09/18/12	09/23/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 9	3	09/24/12	09/27/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 10	3	09/18/12	09/23/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
D 11	3	09/24/12	09/27/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
D 12	3	09/18/12	09/23/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
D 13	3	09/24/12	09/27/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
14	3	09/18/12	09/23/12	Newschannel 3 News	5-530pm		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1111--				4	\$550.00			
15	3	09/24/12	09/27/12	Newschannel 3 News	5-530pm		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1111---				4	\$550.00			
16	3	09/18/12	09/23/12	Newschannel 3 News	6-630pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1111--				4	\$840.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
559612 /	07888659

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/27/12	American Crossroads	11/27/691

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	10/01/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
17	3	09/24/12	09/27/12	Newschannel 3 News	6-630pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	1111---				4	\$840.00			
D 18	3	09/18/12	09/23/12	7-730pm	7-730pm		:30			NM	0	\$0.00
D 19	3	09/24/12	09/27/12	7-730pm	7-730pm		:30			NM	0	\$0.00
20	3	09/18/12	09/23/12	Late News (M-F)	11-1135p		:30			NM	4	\$5,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-1111--				4	\$1,255.00			
21	3	09/24/12	09/27/12	Late News (M-F)	11-1135p		:30			NM	4	\$5,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	1111---				4	\$1,255.00			
22	3	09/22/12	09/22/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S-				1	\$950.00			
23	3	09/23/12	09/23/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S				1	\$950.00			
D 24	3	09/18/12	09/23/12	Late Night with David Letterman	1135pm-1237am		:30			NM	0	\$0.00
D 25	3	09/24/12	09/27/12	Late Night with David Letterman	1135pm-1237am		:30			NM	0	\$0.00
26	3	09/23/12	09/23/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S				1	\$1,035.00			
<b>Totals</b>											<b>35</b>	<b>\$25,775.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	35	\$25,775.00	\$21,908.75
<b>Totals</b>	<b>35</b>	<b>\$25,775.00</b>	<b>\$21,908.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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